



PROJECT PROFILE

Décor Defines Dining Spaces

Sanford Healthcare (Fargo, ND)

New dining spaces get an aesthetically-pleasing merchandising makeover.

CHALLENGE

We have brand new areas that I wanted to add touches and décor pieces in three restaurants. The restaurants are absolutely beautiful, and I wanted to incorporate merchandising to match the finishes; wanted it to be top notch. I engaged Nancy because I was completely buried with two construction projects as well as other projects. I knew that Nancy is very good at what she does as I have known her for many years. Because she travels and interacts at all the campuses she visits, she understands exactly what I was looking for. Also, I didn't have the time to go through a catalog and select what would work. Nancy collectively selects really good pieces.

SOLUTION

Nancy assisted with merchandising the décor in four of our restaurants and a C-store. We just opened Broadway, a new restaurant, and we used some of the same décor pieces for continuity between all of the restaurants. All I had to do was send her site photos and she picked out pieces that would work and sent them in a PowerPoint. I was able to go through and select exactly what I liked and what would complement the areas to make the merchandising a focal point.



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TESTIMONIAL

"I think merchandising has definitely increased traffic flow. People come in mainly to look at the décor. It draws them in even though we are not quite open in all of our restaurants yet. 'It looks absolutely beautiful!' We used a lot of the same complementary merchandising pieces throughout all the restaurants for continuity of décor.

"People find it to be aesthetically pleasing when they enter our locations even if they are not really hungry. But they are more inclined to purchase an item after walking through. We have received 100's of compliments as the merchandising has enhanced the name and atmosphere and captured the essence of each restaurant. People are asking where we purchased the décor because they liked the design elements so much. I am sure there will be some additional merchandising needs before too long."

— Lisa Gibson
Food Service Director
Sanford Healthcare

MATERIALS USED

- **The Fresh Market** utilized bamboo, a carved bowl with vegetables, and green promenade balls. These items were ordered for all our restaurants to establish continuity of décor. I wanted to keep it seamless with clean lines and have a strong "identity" for each. When I opened each restaurant I had a "standard", this is what we used to decorate it!
- In **The Silver Grill**, we featured cactus, galvanized pieces and reclaimed wood that absolutely complete the identity of the restaurant in terms of the décor and display pieces.
- In **The Farm House**, the whole premise is that it is Grandmas' House; essentially comfort food that you would find at grandma's house such as casseroles, homemade pies, and cookies. We dressed the counters with cookie jars, items of reclaimed wood, and different serving pieces with a real farmhouse design. Some pieces we selected include a farmhouse scale, egg baskets, and other items that completed the restaurant by making it more of a "destination" restaurant instead of customers just saying let's go out to McDonald's.



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